

REP HEADLINE# 6278379  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG14/12 14.3  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)  
WASHINGTON, DC 20003

ORDER # CONTRACT # 6278379 CLASS: NATL. LOCAL REGIONAL

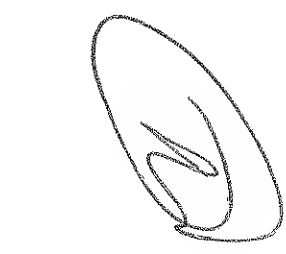
PRDCT PRIORITIES USA ACTION EST#1560 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP11/12 SEP17/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 14.39

REP: NEW ORDER  
TOTAL \$27400 @28X  
PLEASE CONFIRM  
THANKS BEN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION



LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTL:  
:LINE#: : : : : : : : DATE : DATE : /WK: INVT : :SPTS:

AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1560  
AGENCY PRODUCT CODE = 340

1			200P-300P	30		\$250.00	9/14	9/14	1		FRI	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
2			400P-500P	30		\$650.00	9/14	9/14	1		FRI	1
PROGRAM : DR OZ												
CON COM1: DR OZ												

8/22/12 FCC (S)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/14	9/14	1		FRI	1
4			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	9/14	9/14	1		FRI	1
5			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/14	9/14	1		FRI	1
6			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$2,000.00	9/14	9/14	1		FRI	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/14	9/14	1		FRI	1
8			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$800.00	9/17	9/17	1		MON	1
9			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/17	9/17	1		MON	1
10			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/17	9/17	1		MON	1
11			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$3,500.00	9/17	9/17	1		MON	1

*News*

AUG 14/12 14.3  
WFLA-TV

LINE#	REP	CL	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	9/17	9/17	1		MON	1
13			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/17	9/17	1		MON	1
14			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$475.00	9/15	9/15	1		SAT	1
15			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$475.00	9/16	9/16	1		SUN	1
16			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	9/13	9/13	1		THU	1
17			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/13	9/13	1		THU	1
18			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/13	9/13	1		THU	1
19			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$850.00	9/13	9/13	1		THU	1
20			630P-700P PROGRAM : NWSCH8 CON COM1: NWSCH8	30		\$3,500.00	9/13	9/13	1		THU	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
21			700A-900A	30		\$1,400.00	9/13	9/13	1		THU	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
22			1000A-1030A	30		\$300.00	9/12	9/12	1		WED	1
PROGRAM : NEWS												
CON COM1: NEWS												
23			1235A-135A	30		\$425.00	9/12	9/12	1		WED	1
PROGRAM : J FALLON-NBC<												
CON COM1: J FALLON-NBC<												
24			1200N-100P	30		\$275.00	9/12	9/12	1		WED	1
PROGRAM : TODAY SHW3-NBC												
CON COM1: TODAY SHW3-NBC												
25			200P-300P	30		\$250.00	9/12	9/12	1		WED	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
26			500P-530P	30		\$850.00	9/12	9/12	1		WED	1
PROGRAM : NWSCH8 AT 5P												
CON COM1: NWSCH8 AT 5P												
27			600A-700A	30		\$850.00	9/12	9/12	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
28			730P-800P	30		\$1,850.00	9/12	9/12	1		WED	1
PROGRAM : EXTRA<												
CON COM1: EXTRA<												
SEP/12			27400.00									

CONTRACT TOTAL 27400.00  
 TOTAL SPOTS 28

REP HEADLINE# 6278379  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG14/12 14.3  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

MARKET TOTALS \$152,222 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- SEP/12  
 DEMOS- RA35+\*

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	27400	Campaign Ref:	E:120821092
Buyer:		Client/Product/Estimate:	321 /340 /1560	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06278379
Est./PO Number:	06278379	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/10	09/17	Total	Cost
1	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	1		1	250
2	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	1		1	650
3	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots	1		1	550
4	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1		1	2000
5	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots	1		1	850
6	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1		1	2000
7	M-F 9a Today Show II ...F..	03	650	30 Comme	Nbr of Spots	1		1	650
8	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots		1	1	800
9	M-F 12p Today Show III	02	275	30 Comme	Nbr of Spots		1	1	275
Weekly Totals: Total Spots(Ord Spots)						22	6	28	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 27400	Campaign Ref: E:120821092
Buyer: ..	Client/Product/Estimate: 321 /340 /1560	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12	Weeks: 2	Order Ref: 06278379
Est./PO Number: 06278379	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 530a News M.....	01	550	30 Comme		1	1	550
11	M-F 630p ET / 530p CT NBC Nightly News M.....	02	3500	30 Comme		1	1	3500
12	M-F 7a Today Show M.....	02	1400	30 Comme		1	1	1400
13	M-F 9a Today Show II M.....	03	650	30 Comme		1	1	650
14	Sat 9a News .....S.	02	475	30 Comme				475
15	Sun 9a News .....S	02	475	30 Comme				475
16	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	800	30 Comme	1		1	800
17	M-F 3p Doctors ...T...	04	425	30 Comme	1		1	425
18	M-F 530a News ...T...	01	550	30 Comme	1		1	550
19	M-F 530p News ...T...	04	850	30 Comme	1		1	850
Weekly Totals: Total Spots(Ord Spots)					22	6	28	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 27400	Campaign Ref: E:120821092
Buyer: "	Client/Product/Estimate: 321 /340 /1560	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12	Weeks: 2	Order Ref: 06278379
Est./PO Number: 06278379	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
20	M-F 630p ET / 530p CT NBC Nightly News ...T...	02	3500	30 Comme	Nbr of Spots	1	1	3500
21	M-F 7a Today Show ...T...	02	1400	30 Comme	Nbr of Spots	1	1	1400
22	M-F 10a News ..W...	01	300	30 Comme	Nbr of Spots	1	1	300
23	M-F 1237a ET / 1137p CT Late Night ..W...	01	425	30 Comme	Nbr of Spots	1	1	425
24	M-F 12p Today Show III ..W...	02	275	30 Comme	Nbr of Spots	1	1	275
25	M-F 2p Rachael Ray ..W...	03	250	30 Comme	Nbr of Spots	1	1	250
26	M-F 5p News ..W...	04	850	30 Comme	Nbr of Spots	1	1	850
27	M-F 6a News ..W...	03	850	30 Comme	Nbr of Spots	1	1	850
28	M-F 730p Entertainment Tonight ..W...	02	1850	30 Comme	Nbr of Spots	1	1	1850
Weekly Totals: Total Spots(Ord Spots)					22	6	28	

Grand Totals



		Month 9 Weeks: 5	
Totals		09/10	09/17
Spots	28	22	6
Cost	27,400	20,225	7,175

**Grand Totals:**

Spots:	28
Gross Total:	27,400.00
Commission:	4,110.00
Net Total:	23,290.00



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON OC 20003

REP.: WFLA (Washington Dc)  
SLSP: HRP Washington, OC  
ADV.: Priorities Usa Action/ Issue  
PROD: Priorities Usa Actio

2012  
INVOICE DATE 09/30/12 E:120821092  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032705  
PAGE 1 BROADCAST MONTH 08/27/2012 - 09/3  
SCHEDULE DATES 9/10/12- 9/23/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 321 /340 /1560  
Desc: 06278379

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 2p Rachael Ray	250.00	1 1	9/14	FR	02:31P	30 USATV02 :30 Commercial	250.00		
M-F 4p Oz	650.00	2 1	9/14	FR	04:11P	30 USATV02 :30 Commercial	650.00		
M-F 530a News	550.00	3 1	9/14	FR	05:51A	30 USATV02 :30 Commercial	550.00		
M-F 6p News	2000.00	4 1	9/14	FR	06:26P	30 USATV02 :30 Commercial	2000.00		
M-F 6a News	850.00	5 1	9/14	FR	06:27A	30 USATV02 :30 Commercial	850.00		
M-F 7p News	2000.00	6 1	9/14	FR	07:15P	30 USATV02 :30 Commercial	2000.00		
M-F 9a Today Show II	650.00	7 1	9/14	FR	09:59A	30 USATV02 :30 Commercial	650.00		
M-F 1135p ET / 1035p CT Tonigh	800.00	8 1	9/17	MO	12:29A	30 USATV02 :30 Commercial	800.00		
M-F 12p Today Show III	275.00	9 1	9/17	MO	12:29P	30 USATV02 :30 Commercial	275.00		
M-F 530a News	550.00	10 1	9/17	MO	05:39A	30 USATV02 :30 Commercial	550.00		
M-F 630p ET / 530p CT NBC Nigh	3500.00	11 1	9/17	MO	06:51P	30 USATV02 :30 Commercial	3500.00		
M-F 7a Today Show	1400.00	12 1	9/17	MO	07:29A	30 USATV02 :30 Commercial	1400.00		
M-F 9a Today Show II	650.00	13 1	9/17	MO	09:59A	30 USATV02 :30 Commercial	650.00		
Sat 9a News	475.00	14 1	9/15	SA	09:42A	30 USATV02 :30 Commercial	475.00		

\*\*\* Continued \*\*\*

PERIOD COST	27,400.00	28 Total Units	ACTUAL GROSS BILLING	27,400.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	4,110.00	TOTAL RECONCILING	Credits	.00
			NET DUE	23,290.00			.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER  
Priorities Usa Action/ Issue

PRODUCT  
Priorities Usa Actio  
INVOICE NUMBER 0100032705  
BROADCAST MONTH 08/27/2012 - 09/30,  
AMOUNT DUE  
23,290.00

REMIT TO:

\*00233

000021725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON OC 20003

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000021725 00000100032705 002329000 8

INVOICE / AFFIDAVIT

21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Priorities Usa Action/ Issue  
PROD: Priorities Usa Actio

2012  
INVOICE DATE 09/30/12 E:120821092  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032705  
PAGE 2  
BROADCAST MONTH 08/27/2012 - 09/3  
SCHEDULE DATES 9/10/12- 9/23/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 321 /340 /1560  
Desc: 06278379

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
Sun 9a News	475.00	15 1	9/16	SU	09:28A	30 USATV02 :30 Commercial	475.00	
M-F 1135p ET / 1035p CT Tonigh	800.00	16 1	9/13	TH	12:31A	30 USATV02 :30 Commercial	800.00	
M-F 3p Doctors	425.00	17 1	9/13	TH	03:58P	30 USATV02 :30 Commercial	425.00	
M-F 530a News	550.00	18 1	9/13	TH	05:51A	30 USATV02 :30 Commercial	550.00	
M-F 530p News	850.00	19 1	9/13	TH	05:57P	30 USATV02 :30 Commercial	850.00	
M-F 630p ET / 530p CT NBC Nigh	3500.00	20 1	9/13	TH	06:51P	30 USATV02 :30 Commercial	3500.00	
M-F 7a Today Show	1400.00	21 1	9/13	TH	08:42A	30 USATV02 :30 Commercial	1400.00	
M-F 10a News	300.00	22 1	9/12	WE	10:20A	30 USATV02 :30 Commercial	300.00	
M-F 1237a ET / 1137p CT Late N	425.00	23 1	9/12	WE	01:34A	30 USATV02 :30 Commercial	425.00	
M-F 12p Today Show III	275.00	24 1	9/12	WE	12:52P	30 USATV02 :30 Commercial	275.00	
M-F 2p Rachael Ray	250.00	25 1	9/12	WE	02:58P	30 USATV02 :30 Commercial	250.00	
M-F 5p News	850.00	26 1	9/12	WE	05:21P	30 USATV02 :30 Commercial	850.00	
M-F 6a News	850.00	27 1	9/12	WE	06:59A	30 USATV02 :30 Commercial	850.00	
M-F 730p Entertainment Tonight	1850.00	28 1	9/12	WE	07:55P	30 USATV02 :30 Commercial	1850.00	
Total Airtime Gross Spot Revenue:			27,400.00					

PERIOD COST 27,400.00

28 Total Units  
ACTUAL GROSS BILLING 27,400.00  
AGENCY COMMISSION 4,110.00  
NET DUE 23,290.00

SUB-TOTALS Debits .00  
TOTAL RECONCILING Credits .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.